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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE BOARD OF PATENT APPEALS AND INTERFERENCES

Applicant : Thomas Apple et al.                      Art Unit : 2672  
Serial No. : 08/736,143                                  Examiner : Blackman, A.  
Filed : October 28, 1996  
Title : MEDIA WALL FOR DISPLAYING FINANCIAL INFORMATION

**BOARD OF PATENT APPEALS AND INTERFERENCES**  
Commissioner for Patents  
Washington, D.C. 20231

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REPLY BRIEF

Pursuant to 37 CFR 1.193(b)(1), Applicants respond to new points raised in the Examiner's Answer as follows.

On page 22, in his first full paragraph, Examiner argues:

Appellant's recited claim language broadly reads on graphic symbols/logos, such that, there is no exclusionary claim language, regarding the alphabetic/alphanumeric symbols, graphic representations may be substantially similar to representations of said alphabetic/alphanumeric symbols. Examiner maintains that HIGGINS' teaching of "stock symbols" (which are alphabetic characterizations), clearly illustrates graphic representations.

However, Higgins *does not* disclose displaying graphic symbols as claimed by the present application. For example, claim 32 requires "extracting from a data feed... instrument identifiers and the value of the financial instruments [and] accessing the graphic symbols in accordance with the extracted instrument identifiers."

Higgins, to the contrary, merely displays stock ticker i.e., instrument identifiers, which is well-known conventional practice. Rather, distinct from the Higgins and the convention wisdom, the present invention extracts stock ticker identifiers to access stored graphic or bitmap images of graphic symbols or logos (as opposed to merely displaying the identifiers), in an attempt to create a new, more investor-friendly display.

For these reasons and the reasons stated in the Appeal Brief, Applicant submits that the final rejection should be reversed.

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September 18, 2002  
Date of Deposit

Applicant : Thomas Apple et al.  
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Attorney's Docket No. 09857-003001

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Respectfully submitted,

Date: \_\_\_\_\_

9/18/02

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